

BUCKLE UP!

South Jersey



NOVEMBER 14-18, 2005
PROGRAMMATIC REPORT



NJ OFFICE OF THE ATTORNEY GENERAL
DIVISION OF HIGHWAY TRAFFIC SAFETY





Acknowledgments

The New Jersey Division of Highway Traffic Safety (NJDHHS) would like to express sincere appreciation to the following individuals and organizations for the integral role they played in making the 2005 Buckle Up South Jersey campaign a success:

Attorney General **Peter C. Harvey**

State Police Superintendent **Col. Joseph "Rick" Fuentes**

Acting Executive Director **James R. Iannone**, Atlantic City Expressway

Lieutenant Michael Theckston, NJSP, Atlantic City Expressway

Michael Schurman, Atlantic County Division of Highway Traffic Safety

Gloucester County Prosecutor's Office

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Sgt. 1st Class Tina Arcaro, NJ Traffic Officers Association

Raymond Reeve, New Jersey Division of Highway Traffic Safety

Suzanne O'Hearn, New Jersey Division of Highway Traffic Safety

The 92 participating South Jersey law enforcement agencies



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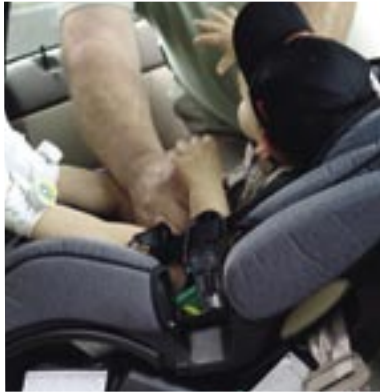
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Executive Summary



Use of a safety belt is one of the most effective means of reducing fatalities and serious injuries in traffic crashes. The United States Congress created the Section 157 Innovative Grant Program as an effort to raise mandatory use law compliance throughout the coun-

try. In FY2005 the New Jersey Division of Highway Traffic Safety utilized a large portion of its Section 157 Innovative Grant funding to carry out a comprehensive seat belt program called the Click It or Ticket 2005 Seat Belt Mobilization. The mobilization ran from May 23 through June 5, 2005. Results of this initiative showed a variety of statistical deviations in Region I from the rest of the state.

First, observational usage rates for the past five years indicate much lower rates in the Southern Counties. Atlantic, Burlington, and Cumberland (not included in the survey after 2003) were the only Counties in Region I that were included in the Division of Highway Traffic Safety Summer, front seat, daytime observational surveys. These three Counties showed an average of seven percentage points lower than the state average; that is, usage rates in the mid-to-low-seventies.



Second, only 97 law enforcement agencies out of a possible 133 participated in the May Click It or Ticket campaign. This yielded a participation percentage of 73% which was almost 20% lower than the Northern seven Counties (Region III).



Lastly, Southern New Jersey has many smaller police departments that never had a history with the Division of Highway Traffic Safety, that is, until the 2004 Buckle Up South Jersey campaign. These agencies are police departments with less than 12 sworn officers, including administration. Such agencies make up more than twenty-four percent of the region, and many are nine-to-five operations that contract with the New Jersey State Police for after-hours patrol. Police Departments of this size are generally difficult to mobilize for specific enforcement efforts since they have no additional manpower. Attempts were made to gain participation through public awareness by sending banners to hang in the downtown areas, delivering “palm cards” to hand out to motorists at normal traffic stops, providing sample press releases for their local weekly papers, and ask that special attention be given on regular patrol to seat belt use. It has been determined that when NJDHTS staff actually delivers materials to the department and meets with a member of police administration, a greater amount of “non-funded” participation is achieved.

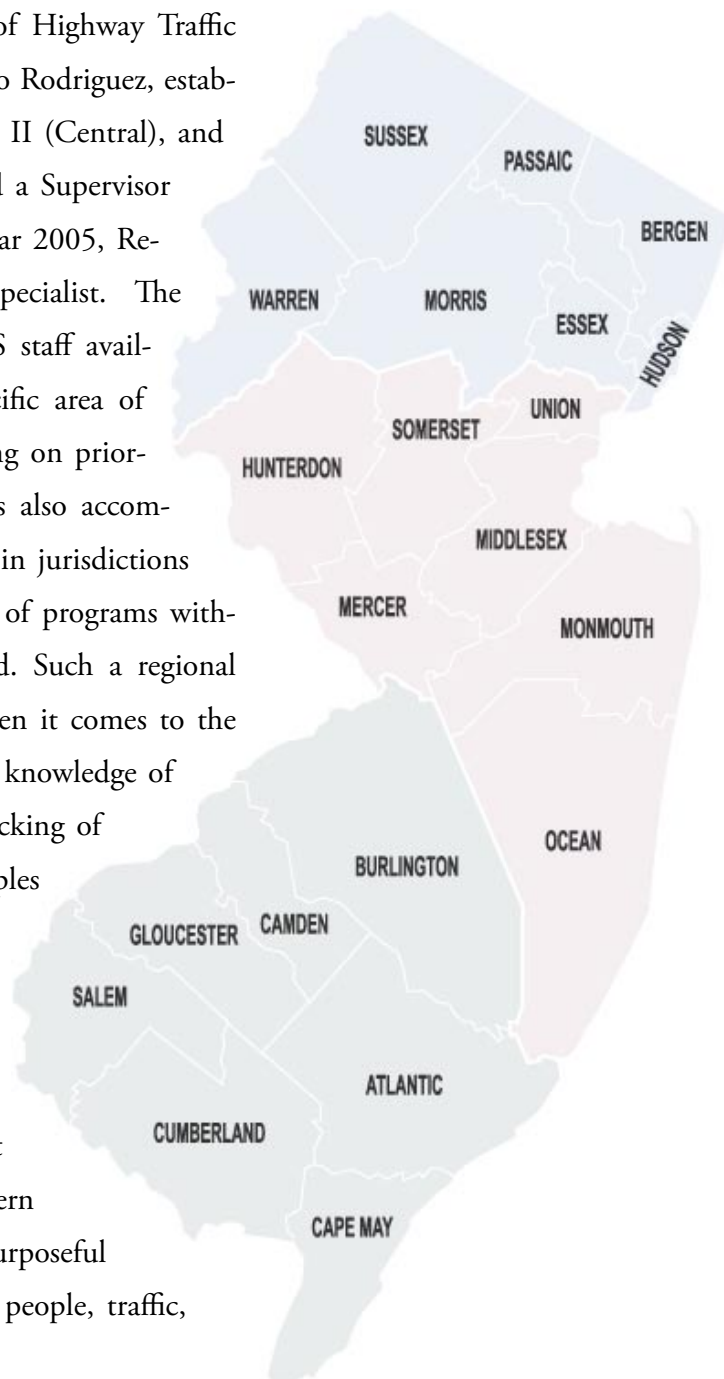




Background

In October, 2003, the New Jersey Division of Highway Traffic Safety, under the leadership of Director Roberto Rodriguez, established three regions; Region I (South), Region II (Central), and Region III (North). Each region was assigned a Supervisor and a Highway Safety Specialist. For fiscal year 2005, Region I added an additional Highway Safety Specialist. The purpose of this initiative is to have NJDHTS staff available to look after the best interest of a specific area of the state as opposed to individual staff focusing on priority program areas on a state-wide basis. This also accomplishes the goal of having more variance both in jurisdictions that develop and run programs and the types of programs within the priority program areas that are funded. Such a regional presence allows for better decision-making when it comes to the approval process for grants as well. Historical knowledge of past program performance as well as easier tracking of current program effectiveness are only two examples of the benefits of this system.

To date, Region I has seen the most benefit from this initiative due to the fact that most highway safety funding and programs in the past have been concentrated in Central and Northern New Jersey. This is not due to any bias or purposeful ignorance, but mostly because there are more people, traffic,





and data to support such initiatives. However, as the South Jersey population grows, so does its propensity for traffic-related problems, and with it, the feasibility for the funding of traffic safety programs. Such an issue is the seat belt use rate.

Due to results from past surveys and Click It or Ticket campaigns, it was determined that seat belt use in Southern New Jersey needed a boost; that such improvements in the Southern Counties could have positive effects in raising the overall state average. The entire cost of the program was \$ 184,000.00 in municipal enforcement grants and \$ 17,167.00 for the New Jersey State Police out of Troop A.

The 2005 program was the second totally regional approach to an enforcement mobilization in the history of the New Jersey Division of Highway Traffic Safety. The first such initiative was the 2004 Buckle Up South Jersey campaign.

Methodology

Mobilizations to increase compliance for mandatory seat belt use laws is a universally accepted method for achieving almost instantaneous increases in seat belt use. High visibility enforcement coupled with high media exposure and a consistent message or catch phrase are the key components. Although results are usually immediate, to have any long term impact the campaign must go beyond simply sending out additional patrols to enforce the law. Without the media component and without a consistent message, the motoring public is swayed into short term compliance due to fear of a ticket, as opposed to understanding the message and hopefully undergoing behavioral changes that result in long term seat belt use.



With the assistance of the Atlantic County Office of Highway Traffic Safety, a press conference was scheduled on November

14, the start of the mobilization at 1 p.m. The event was held at the New Jersey State Police Atlantic City Expressway barracks in Atlantic County. This location was chosen for its easy access from South Jersey media centers; Atlantic City, Camden, and Philadelphia. There were cameras present from most of the major networks, local cable, and Hispanic media as well as local print media. Speakers included Attorney General Peter Harvey, Colonel Fuentes from the New Jersey State Police and Director Rodriguez.





Analysis of the Data



The success of any effort to increase seat belt use depends greatly on highly visible enforcement of the state occupant protection law. The effect of the described mobilization is driven directly by the strength of the legislation itself, that is, the first step in the analysis of

an occupant protection program is to determine if the state law can stand up to possible scrutiny in the wake of such an enforcement blitz. Obviously, with the success that New Jersey has had in recent Click It or Ticket campaigns, the law is clearly a strong one. In fact, many national experts in both occupant protection and traffic safety legislation have determined that the New Jersey primary seat belt law is one of the nations finest. The Governor's Highway Safety Association gave New Jersey their highest rating for program successes and the strength of traffic safety laws in general.

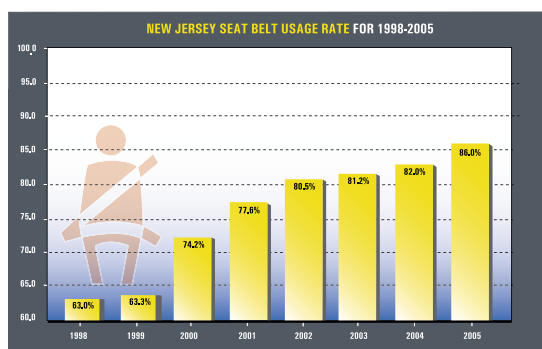
Most of the 134 police departments in Region I were invited to participate in the Buckle Up South Jersey mobilization for 2005. The exclusions were the Prosecutor's Offices, Sheriff's Departments (except Cumberland and Atlantic), Campus Police Departments (except Richard Stockton College) and several other specialty agencies. Of these, 92 agreed to accept the grant and dispatch dedicated patrols for the five day period. A few departments were not asked to participate with funding due to disappointing performances in the past or



their lack of reporting with recent mobilizations. All told, 102 agencies reported their numbers to the Division for the period identified as Buckle Up South Jersey. With this high level of participation and reporting, the numbers are certainly statistically significant.

The pre-survey required an observational survey of a minimum of 200 vehicles. This included the seat belt use rate of both drivers and passengers in the front seat positions. The surveys identified a pre-mobilization rate of 73% which is over a 2% increase from last year's effort. However, this is more than twelve percent below the state average of 86% and clearly illustrates the need for such a program in the seven Southern Counties. Looking at individual County rates, there were huge discrepancies. One of the most in-

teresting outcomes was the consistency of both the lower and higher percentage Counties, that not only identified which specific re-



gions of the state need the most education, but also showed that certain Counties and sections have rates that are closer (and even higher in the post-surveys) to the rest of the state.

The County of Atlantic led the way as far as pre-and-post survey results, with 79% and 87%, respectively. The pre-survey result is significantly higher than that listed in the 2004 Buckle Up South



Jersey report, however, it is reasonable that such an increase occurred because of the high media coverage given with assistance of the Atlantic County Office of Highway Safety. Additionally, Atlantic County had issued almost half the number of seat belt

tickets as Burlington and Camden counties (two of the three large Counties within the Region) perhaps also due to the high media exposure. The County of Atlantic should also be commended for having 100% of the participating departments reporting their results. The only other County to achieve this was Salem, which has significantly less agencies.

Cape May and Cumberland Counties showed dismally low usage rates in the pre-survey; 62% and 68% respectively. The one positive is that these numbers are higher than last year. These examples represent perhaps the most rural part of the state and, additionally, many of the municipalities in this region do not have full-time police departments. These jurisdictions are patrolled by the New Jersey State Police which, due to simple mathematics (manpower versus mileage/population), severely limits the amount of traffic safety education that can be programmed. The aforementioned pre-survey results alone justifies the need for such a regional mobilization, however, there are some positives that can be extrapolated from the data. In Cape May County, where there are eight municipal police agencies, there were 248 seat belt tickets written during the five day period and a post-survey result of 76 percent. Although this is still 8 points below the state average, it is over significantly





higher than the pre-survey result and therefore demonstrates that this effort, had an enormous impact. Clearly, with sustained enforcement and education in occupant protection, Cape May County has the potential for much higher restraint usage.



Cumberland County, with only three municipal (and subsequently urban) departments, showed less improvement. The post-survey results reflected only an 94 percent increase and a final usage rate of seventy-three percent.

This is even more discouraging because 371 tickets were issued and Cumberland County has a sustained traffic safety education program which is administered by the Sheriff's Office. This program has, for the past several years, placed seat belt education among it's highest priorities and has been extremely active. Clearly, the Buckle Up South Jersey! Program identified that more needs to be done.

Looking at enforcement data, the County of Camden wrote by far the most tickets for 39:3-76.2f (the adult seat belt law). Their number of 3,030 was more than five hundred tickets above the next closest County total. This resulted in an increase of nine percentage points from the pre -to-the post-survey, however, even the final result was below the state average. Again, it is clear that such a program is needed and perhaps on a more consistent basis in the future.

It would not be appropriate to further discuss the enforcement



effort without giving credit to the New Jersey State Police Troop "A." With large and often very rural territories to cover in the South Jersey region, they reported a significant increase in activity from the 2004 campaign. A

total of 498 seat belt tickets were issued by Troopers dispatched from Troop "A" during the five-day period. This is almost three times what was reported last year. An enormous number of other moving and non-moving violations were also generated from these stops.

The County of Gloucester deserves recognition as well. With the help of the Gloucester County Prosecutor's Office they were able to mobilize every municipal department except three; the Town of Swedesboro, the Borough of National Park and the City of Woodbury. This kind of result displays the importance of having an active Prosecutor with a sincere interest and dedication to traffic safety.

Other than the State Police, the Moorestown Police Department (Burlington) had the highest number of seat belt tickets during the blitz; 330. This is particularly impressive since Mooresotwn encompasses over fifteen square miles and has less than forty sworn officers, truly an outstanding effort. Although overall ticket numbers went down (except NJSP), many agencies mentioned that there is simply greater compliance. This is certainly reflected in the post-survey results.

Many other departments did an outstanding job as well; the Atlantic





County Sheriff's Office (166), Burlington City (235), Camden City (263), Clayton Boro (Glo.) (132), Delaware River Port Authority (192), Delran (Burl.)(255) , Galloway Twp. (Arl.) (159), Glassboro (Glo.) (131), Gloucester Township (Cam.)(259), Middle Township (Cape May)(152), Millville (Cumb.)(203), Pitman (Glo.)(172), all deserve recognition as well.

Conclusion



Southern New Jersey is at a severe disadvantage when it comes to evenly dispersed traffic safety funding. First, there are less people, which forces the state to focus a larger

percentage of programming in the Central and Northern Regions. Having said that, traffic safety problems are caused by many factors including population growth beyond the capabilities of the infrastructure, i.e., the road system. Five of the seven Counties have seen enormous growth in the past five years which has subsequently led to an increase in traffic fatalities in the said Counties. This has not gone unnoticed by the Division of Highway Traffic Safety as the Counties of Burlington and Gloucester have recently enacted County Traffic Safety Programs (CTSPs) with Atlantic county having had such a program for sixteen years. Camden County has also had a similar program for over ten years. Having said that, it should

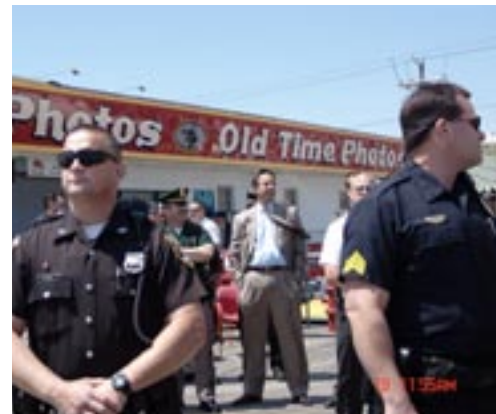
come as no surprise that these Counties had the highest usage rates in their post mobilization surveys. Atlantic County, it should be mentioned, has the second longest running active CTSP program in the state.



Highly visible enforcement of traffic safety laws has a tendency to produce criminal arrests and reduce incidences of illegal activity. Although we experienced no high profile arrests of wanted criminals with this mobilization (the three week Click it or Ticket campaign usually generates several criminal ar-

rests), there were 13 drunk drivers apprehended. This is particularly noteworthy only because all of the enforcement details took place during the daylight hours.

An additional concept worth mentioning is the transient traffic seen regularly in Atlantic City and Southern Atlantic and Cape May Counties during the Summer months. These two sections of South Jersey see an enormous swelling of population, mostly families on vacation who come in for periods often more than a week. This develops into a seasonal traffic flow problem should be studied under separate rules. High volumes, gridlock, aggression, and alcohol are just a few of the potential issues present at this time. For example, the encouraging post-survey rate of 76% for Cape May County would most likely be very different if surveyed during the Summer months. Several Police Administrators stated that it took their of-



fficers quite a while to survey the required 200 vehicles due to low volumes of traffic. This would not be a problem between Memorial Day and Labor Day.



In summary, the Regionalization of the New Jersey Division of Highway Traffic Safety has led to the inception of this program, Buckle Up South Jersey 2005, the second regional traffic safety enforcement blitz in the history of the division. The encouraging results from this effort displayed not only that the program was needed and worked, but that continued, full-time enforcement of traffic safety laws coupled with a consistent public information message can change the behavior of South Jersey motorists. The New Jersey Division of Highway Traffic Safety vows to continue to support this and other regional mobilizations that are focused on the needs of that particular section of the Garden State. It is good to see the Southern Counties receiving the consideration they truly deserve based solely on the numbers that National Highway Traffic Safety Administration recognizes as programming criteria.

The New Jersey Division of Highway Traffic Safety Region I consists of the seven Southern Counties; Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Salem.



Summary of the 2005 Buckle Up South Jersey Campaign - November 15 to 19

AGENCY	COUNTY	SEATBELT	CHILD RESTRAINT	SPEEDING	TRAFFIC SIGNALS	EQUIPMENT	DUI	OTHER MOVING	OTHER NON-MOVING
AUDUBON P.D.	CAMDEN	118	3	0	2	1	0	4	23
BERLIN BOROUGH P.D.	CAMDEN	140	0	11	0	4	1	3	3
BERLIN TOWNSHIP P.D.	CAMDEN	96	0	1	0	11	0	0	14
BROOKLAWN P.D.	CAMDEN	123	0	0	0	4	0	14	8
CAMDEN P.D.	CAMDEN	263	0	1	2	34	0	0	0
CHERRY HILL TOWNSHIP P.D.	CAMDEN	100	0	6	2	25	2	59	109
COLLINGSWOOD P.D.	CAMDEN	118	2	0	0	5	0	3	13
DELAWARE RIVER AND	CAMDEN	192	3	0	0	0	0	10	12
GLOUCESTER CITY P.D.	CAMDEN	174	1	13	1	7	1	3	28
GLOUCESTER TOWNSHIP P.D.	CAMDEN	252	2	0	0	2	0	13	13
HADDON HEIGHTS P.D.	CAMDEN	131	0	0	2	12	0	5	18
HADDON TOWNSHIP P.D.	CAMDEN	114	3	0	0	3	0	7	3
LAUREL SPRINGS P.D.	CAMDEN	69	1	7	0	5	0	2	17
LINDENWOLD P.D.	CAMDEN	110	1	0	4	1	0	5	7
MAGNOLIA P.D.	CAMDEN	121	0	4	0	19	3	14	49
MERCHANTVILLE BORO PD	CAMDEN	102	0	0	0	5	0	13	2
MOUNT EPHRIAM P.D.	CAMDEN	72	4	2	1	11	0	3	37
OAKLYN P.D.	CAMDEN	93	0	0	0	2	0	0	10
PENNSAUKEN P.D.	CAMDEN	142	7	2	0	78	0	21	72
PINE HILL BOROUGH P.D.	CAMDEN	117	1	1	0	0	0	1	21
RUNNEMEDE P.D.	CAMDEN	63	0	0	2	16	1	8	11
SOMERDALE P.D.	CAMDEN	139	1	1	0	8	0	4	7
STRATFORD P.D.	CAMDEN	111	1	7	2	2	0	11	18
VOORHEES TOWNSHIP P.D.	CAMDEN	70	0	4	0	10	0	15	19
TOTAL		3030	30	60	18	265	8	218	514

AGENCY	COUNTY	SEATBELT	CHILD RESTRAINT	SPEEDING	TRAFFIC SIGNALS	EQUIPMENT	DUI	OTHER MOVING	OTHER NON-MOVING
LOWER TOWNSHIP P.D.	CAPE MAY	75	1	1	0	1	0	2	7
MIDDLE TOWNSHIP P.D.	CAPE MAY	34	1	1	1	0	0	1	7
NORTH WILDWOOD P.D.	CAPE MAY	59	0	0	0	0	0	4	1
OCEAN CITY P.D.	CAPE MAY	21	0	63	0	0	0	21	0
WILDWOOD CREST P.D.	CAPE MAY	59	0	0	0	0	0	4	1
TOTAL		248	2	65	1	1	0	32	16

Summary of the 2005 Buckle Up South Jersey Campaign - November 15 to 19

AGENCY	COUNTY	SEATBELT	CHILD RESTRAINT	SPEEDING	TRAFFIC SIGNALS	EQUIPMENT	DUI	OTHER MOVING	OTHER NON-MOVING
MILLVILLE P.D.	CUMBERLAND	203	5	1	0	6	0	2	24
VINELAND CITY P.D.	CUMBERLAND	168	4	0	0	8	0	0	3
TOTAL		371	9	1	0	14	0	2	27

AGENCY	COUNTY	SEATBELT	CHILD RESTRAINT	SPEEDING	TRAFFIC SIGNALS	EQUIPMENT	DUI	OTHER MOVING	OTHER NON-MOVING
CLAYTON P.D.	GLOUCESTER	132	0	0	0	0	0	1	13
DEPTFORD TOWNSHIP	GLOUCESTER	121	1	0	0	13	0	1	15
EAST GREENWICH TOWNSHIP	GLOUCESTER	117	1	11	0	7	0	9	38
ELK TOWNSHIP P.D.	GLOUCESTER	41	0	5	1	26	0	1	17
FRANKLIN TOWNSHIP P.D.	GLOUCESTER	112	0	5	1	16	0	4	47
GLASSBORO P.D.	GLOUCESTER	131	1	0	0	1	0	1	2
GREENWICH TOWNSHIP P.D.	GLOUCESTER	16	0	0	0	0	0	0	0
HARRISON TOWNSHIP P.D.	GLOUCESTER	71	0	0	0	0	0	3	0
LOGAN TOWNSHIP P.D.	GLOUCESTER	72	0	2	0	4	0	11	8
MANTUA TOWNSHIP	GLOUCESTER	71	1	0	1	13	0	1	13
MONROE TOWNSHIP P.D.	GLOUCESTER	103	1	1	1	13	0	4	15
PITMAN P.D.	GLOUCESTER	205	1	0	0	34	1	3	4
SOUTH HARRISON TOWNSHIP P.D.	GLOUCESTER	66	0	0	2	12	0	0	3
SWEDESBORO P.D.	GLOUCESTER	26	0	1	0	5	0	2	2
WASHINGTON TOWNSHIP P.D.	GLOUCESTER	122	1	16	0	13	2	30	86
WENONAH P.D.	GLOUCESTER	69	1	0	0	5	0	10	2
WEST DEPTFORD P.D.	GLOUCESTER	122	1	0	0	3	0	0	6
WESTVILLE P.D.	GLOUCESTER	43	0	2	0	3	0	6	13
WOOLWICH TOWNSHIP P.D.	GLOUCESTER	56	1	4	0	11	0	0	20
TOTAL		1696	10	47	6	179	3	87	304

AGENCY	COUNTY	SEATBELT	CHILD RESTRAINT	SPEEDING	TRAFFIC SIGNALS	EQUIPMENT	DUI	OTHER MOVING	OTHER NON-MOVING
CARNEYS POINT TOWNSHIP P.D.	SALEM	42	0	6	0	2	0	3	20
PENNSVILLE TOWNSHIP P.D.	SALEM	67	0	0	0	6	0	2	21
WOODSTOWN P.D.	SALEM	57	0	1	0	2	0	0	13
TOTAL		166	0	7	0	10	0	5	54

AGENCY	COUNTY	SEATBELT	CHILD RESTRAINT	SPEEDING	TRAFFIC SIGNALS	EQUIPMENT	DUI	OTHER MOVING	OTHER NON-MOVING
NJ STATE POLICE		498	7	200			19	424	949
TOTAL		9744	81	450	58	704	38	951	2404

BUCKLE UP SOUTH JERSEY

SEAT BELT SURVEY

AGENCY	COUNTY	PRE	POST
ABSECON CITY P.D.	ATLANTIC	93	103
ATLANTIC COUNTY SHERIFF OFFICE	ATLANTIC	75	82
BRIGANTINE P.D.	ATLANTIC	78	87
EGG HARBOR CITY P.D.	ATLANTIC	82	78
EGG HARBOR TOWNSHIP P.D.	ATLANTIC	84	92
GALLOWAY TOWNSHIP P.D.	ATLANTIC	75	84
HAMILTON TOWNSHIP P.D.	ATLANTIC	82	86
HAMMONTON P.D.	ATLANTIC	67	84
LINWOOD P.D.	ATLANTIC	70	91
LONGPORT P.D.	ATLANTIC	83	88
MARGATE CITY P.D.	ATLANTIC	86	91
MULLICA TOWNSHIP P.D.	ATLANTIC	76	79
NORTHFIELD P.D.	ATLANTIC	81	92
PLEASANTVILLE P.D.	ATLANTIC	72	89
RICHARD STOCKTON COLLEGE P.D.	ATLANTIC	66	85
VENTNOR CITY P.D.	ATLANTIC	93	88
ATLANTIC COUNTY		79	87
BORDENTOWN CITY P.D.	BURLINGTON	74	83
BORDENTOWN TOWNSHIP P.D.	BURLINGTON	81	87
BURLINGTON CITY P.D.	BURLINGTON	82	83
BURLINGTON CO BRIDGE COMMISSION P.D.	BURLINGTON	68	75
BURLINGTON TOWNSHIP P.D.	BURLINGTON	74	
CINNAMINSON TOWNSHIP	BURLINGTON		
DELANCO TOWNSHIP P.D.	BURLINGTON	79	89
DELRAN P.D.	BURLINGTON	69	82
EASTAMPTON TOWNSHIP P.D.	BURLINGTON		
EDGEWATER PARK TOWNSHIP P.D.	BURLINGTON	80	95
LUMBERTON TOWNSHIP	BURLINGTON	86	87
MEDFORD LAKES P.D.	BURLINGTON	75	89
MEDFORD TOWNSHIP P.D.	BURLINGTON	74	75
MOORESTOWN TOWNSHIP P.D.	BURLINGTON	81	83
MOUNT HOLLY P.D.	BURLINGTON	80	91
MOUNT LAUREL TOWNSHIP P.D.	BURLINGTON	81	79
NEW HANOVER TOWNSHIP P.D.	BURLINGTON	90	88
NORTH HANOVER TOWNSHIP	BURLINGTON	80	82
PALMYRA BOROUGH P.D.	BURLINGTON	62	67

BUCKLE UP SOUTH JERSEY

SEAT BELT SURVEY

AGENCY	COUNTY	PRE	POST
PEMBERTON BOROUGH P.D.	BURLINGTON	65	75
PEMBERTON TOWNSHIP	BURLINGTON	90	70
RIVERSIDE TOWNSHIP P.D.	BURLINGTON	74	77
WESTAMPTON TOWNSHIP P.D.	BURLINGTON	80	86
WILLINGBORO TOWNSHIP P.D.	BURLINGTON	86	85
BURLINGTON COUNTY		78	82
AUDUBON P.D.	CAMDEN	62	81
BERLIN BOROUGH P.D.	CAMDEN	79	
BERLIN TOWNSHIP P.D.	CAMDEN	73	78
BROOKLAWN P.D.	CAMDEN	69	83
CAMDEN P.D.	CAMDEN	54	80
CHERRY HILL TOWNSHIP P.D.	CAMDEN	74	67
COLLINGSWOOD P.D.	CAMDEN	74	74
DELAWARE RIVER AND PORT AUTHORITY	CAMDEN	52	90
GLOUCESTER CITY P.D.	CAMDEN	74	71
GLOUCESTER TOWNSHIP P.D.	CAMDEN	76	79
HADDON HEIGHTS P.D.	CAMDEN	80	79
HADDON TOWNSHIP P.D.	CAMDEN	80	83
LAUREL SPRINGS P.D.	CAMDEN	84	91
LINDENWOLD P.D.	CAMDEN	55	77
MAGNOLIA P.D.	CAMDEN	70	81
MERCHANTVILLE BORO PD	CAMDEN	70	76
MOUNT EPHRIAM P.D.	CAMDEN	78	93
OAKLYN P.D.	CAMDEN	76	69
PENNSAUKEN P.D.	CAMDEN	80	83
PINE HILL BOROUGH P.D.	CAMDEN	74	78
RUNNEMEDE P.D.	CAMDEN	50	67
SOMERDALE P.D.	CAMDEN	53	73
STRATFORD P.D.	CAMDEN	82	85
VOORHEES TOWNSHIP P.D.	CAMDEN	72	82
CAMDEN COUNTY		70	79
LOWER TOWNSHIP P.D.	CAPE MAY	59	68
MIDDLE TOWNSHIP P.D.	CAPE MAY	63	81
NORTH WILDWOOD P.D.	CAPE MAY	77	81
WILDWOOD CREST P.D.	CAPE MAY	50	74
CAPE MAY COUNTY		62	76
MILLVILLE P.D.	CUMBERLAND	71	80
VINELAND CITY P.D.	CUMBERLAND	65	64
CUMBERLAND COUNTY		68	72
DEPTFORD TOWNSHIP	GLOUCESTER	68	75

BUCKLE UP SOUTH JERSEY

SEAT BELT SURVEY

AGENCY	COUNTY	PRE	POST
EAST GREENWICH TOWNSHIP	GLOUCESTER	72	87
ELK TOWNSHIP P.D.	GLOUCESTER	83	89
FRANKLIN TOWNSHIP P.D.	GLOUCESTER	64	52
GLASSBORO P.D.	GLOUCESTER	89	85
GREENWICH TOWNSHIP P.D.	GLOUCESTER	69	76
HARRISON TOWNSHIP P.D.	GLOUCESTER	65	72
LOGAN TOWNSHIP P.D.	GLOUCESTER	64	78
MANTUA TOWNSHIP	GLOUCESTER	55	86
MONROE TOWNSHIP P.D.	GLOUCESTER	69	91
PITMAN P.D.	GLOUCESTER	88	88
SOUTH HARRISON TOWNSHIP P.D.	GLOUCESTER	80	89
SWEDESBORO P.D.	GLOUCESTER	75	90
WASHINGTON TOWNSHIP P.D.	GLOUCESTER	95	99
WENONAH P.D.	GLOUCESTER	65	87
WEST DEPTFORD P.D.	GLOUCESTER	74	90
WESTVILLE P.D.	GLOUCESTER	95	97
WOOLWICH TOWNSHIP P.D.	GLOUCESTER	76	87
GLOUCESTER COUNTY		75	84
CARNEYS POINT TOWNSHIP P.D.	SALEM	79	85
PENNS GROVE P.D.	SALEM	78	
PENNSVILLE TOWNSHIP P.D.	SALEM	89	84
WOODSTOWN P.D.	SALEM	81	88
SALEM COUNTY		82	86
NJ STATE POLICE			
TOTAL		73	81



Click It or Ticket

The township committee renews a state grant for additional patrolmen on the roadways

By DAN KEASHEN
The Voorhees Sun

The extended period of time with more police officers on the road looking for seatbelt violators will continue next year.

The township committee has renewed its grant for the Click It or Ticket seatbelt enforcement program.

According to the state Division of Highway Safety, Click It or Ticket is a high-publicity law en-

forcement effort that gives people more of a reason to buckle up through the increased threat of a traffic ticket. The threat is used to spur motorists to put on a safety belt.

In Click It or Ticket programs, law enforcement agencies are being asked to mobilize to focus on safety belt violations. Not only are tickets issued to unbelted motorists, the surrounding publicity ensures that people know they are more likely to get a ticket.

Harry Platt, Voorhees Township director of public safety, said the program is now in its third year, and the impact on the roadways has been great.

"This is an important public safety program for the township, and it gives us a chance to put more police on the streets using state funds and not taxpayer dollars," Platt said. "The program gives the township more public

please see **SAFETY**, page 10

Committee renews safety grant, puts money back in coffers

SAFETY

Continued from page 1

safety, and that is always a good thing and increases our police presence throughout the entire community at no cost."

Township Administrator Larry Spellman said the program has paid dividends over the past couple of years.

"It's pretty simple. We get to put more police officers on the

streets," Spellman said. "It was something everyone on the committee was in favor of, and it's a benefit to the township without the use of taxpayer money."

The police department was also happy about the 2006 grant renewal.

Deputy Chief John Pettyman said the Click It or Ticket program gets the point across to motorists on the township's roadway.

"This is a good program for the department and it provides us with a special detail to pull over

seatbelt offenders," Pettyman said. "This program works and is an incentive for motorists to follow the laws of our roadway. I'm glad we'll be participating in it again."

According to the state division of highway safety, Click It or Ticket campaigns have increased safety belt use in cities and states.

In New Jersey, 365 police agencies participated in the May 2004 Click It or Ticket Enforcement Mobilization.

As a result of the enforcement

and public information efforts, the state's seat belt usage rate has risen to an all-time high of 82 percent.

In other action at last week's committee meeting:

■ The committee unanimously agreed to return unused money to the township from a project to install lights at the Malaroto Field soccer complex on Echelon Road.

Spellman said the light installation was completed under the cost estimate, and the extra

money was going back into the municipal coffers.

"We were able to complete the project under cost and were going to earmark the leftover revenue for other projects in the township or use it for next year's budget," Spellman said.

■ The amendments to the municipal salaries had its second reading and went into immediate effect. The salaries are now official, and the pay rates that were posted by The Sun on Oct. 5 have taken effect.

NEWS
NEWS
NEWS

North Wildwood Police Department
901 Atlantic Avenue
P.O. Box 499,
North Wildwood, NJ 08260-0499

RELEASE

Robert Matteucci, Chief of Police

Contact Person : Captain George Greenland
Phone : (609)522-2030 x1501 Fax : (609)522-2531

**Safety Belt Enforcement and Education Campaign to be
Conducted Locally as Part of Regional "Buckle Up South Jersey"
Mobilization from November 14-18,2005**

From November 14-18,2005-law enforcement officers throughout Southern New Jersey will be stepping up enforcement and education of the state's Primary Seat Belt Law. The enforcement and education campaign comes as part of the regional "Buckle Up South Jersey" mobilization.

The New Jersey Division of Highway Traffic Safety Region 1 consists of Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties. The goal of the program is to increase the regional safety belt usage rate to 86% which is the current statewide average. The latest survey results have shown that the Southern Counties display a lower compliance rate then the rest of the state. It is our intent to improve this rate by implementing this program.

More than 42,000 motor vehicle occupants in the United States were killed in traffic crashes in 2003. In 2004, there were 731 motor vehicle fatalities in New Jersey and more than half of the motor vehicle occupants killed were not wearing a safety belt.

Safety belt use is especially important for teens and young adults. Motor vehicle crashes are the leading cause of death for people age 15 to 34 in The United States.

During the mobilization period from November 14 – 18th, 2005, local, county and state agencies will conduct a zero tolerance safety belt enforcement campaign. Motorists who are not buckled up will be issued a ticket. In addition, concerted efforts are going on locally and statewide to raise awareness about the importance and life saving benefits of safety belts.

"High visibility enforcement saves lives," said Robert Rodriguez, Director of The New Jersey Division of Highway Traffic Safety. "Our goal is to make sure that all motor vehicle occupants are properly restrained on every trip."



DRPA/PATCO: Participate in "Buckle Up South Jersey"

FOR IMMEDIATE RELEASE

CONTACT: Danelle

Hunter
Date: Wednesday, November 9, 2005
2253

856-968-

DRPA/PATCO to Participate in "Buckle Up South Jersey," November 14-18, 2005

From November 14-18, the DRPA Public Safety Department will join law enforcement officers throughout Southern New Jersey to step up enforcement an education of the state's Primary Seat Belt Law. The enforcement and education campaign comes as part of the regional Buckle Up South Jersey mobilization.

The New Jersey Division of Highway Traffic Safety Region I consists of Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem counties. The goal of the program is to increase the regional safety belt usage rate of 86 percent, which is the current state average. The latest survey results have shown that the Southern Counties display a lower compliance rate than the rest of the state. It is our intent to improve this rate by implementing this program.

More than 42,000 motor vehicle occupants in the United States were killed in traffic crashes in 2003. In 2004, there were 731 motor vehicle fatalities in New Jersey and more than half of the motor vehicle occupants killed were not wearing a safety belt.

Safety belt use is especially important for teens and young adults. Motor vehicle crashes are the leading cause of death for people age 15 to 34 in the United States.

During the mobilization period from November 14 - 18, local, county, and state police agencies will conduct a zero tolerance safety belt enforcement campaign. DRPA officers will patrol areas including and surrounding the bridges and PATCO High Speed Line. Motorists who are not buckled up will be issued a ticket. In addition, concerted efforts are going on locally and statewide to raise awareness about the importance and life-saving benefits of safety belts.

The Delaware River Port Authority is a regional transportation and development agency. DRPA owns and operates the Benjamin Franklin, Walt Whitman, Commodore Barry and Betsy Ross bridges, and the



**NORTH HANOVER TOWNSHIP
POLICE DEPARTMENT**
41 Schoolhouse Road, Jacobstown, NJ 08543
(609) 723-8300 Office (609) 758-3351

PRESS RELEASE 11-21-05

Chief Mark Keubler announced the completion of the State seat belt mobilization, Buckle Up South Jersey. Members of the North Hanover Police department participated in the State funded enforcement and education campaign from November 14th to the 18th. When the reporting figures were calculated, a total of seventy-six, traffic summons were issued to involved offenders. Seventy of the violations were for violators not wearing their seat belts with six other traffic violations. Officers also arrested one subject for DWI and one subject for Possession of a Controlled Dangerous Substance. A post campaign survey revealed that the State Division of Highway Traffic Safety's message for motorists to wear their seat belts was working, indicating that the amount of vehicle operators and passengers had increased since the campaign had started.

Arrest 11-17-05 3:48PM. While conducting a motor vehicle stop for a violation of the Buckle Up South Jersey seat belt campaign, Dione Brown age 38 residing at the Royal Motel interfered with officer's conducting the stop. Mr. Brown became disorderly when asked to leave the area. While being arrested for disorderly conduct, officer's found 20 bags of crack cocaine in his possession. He was charged with Possession of a Controlled Dangerous Substance in a school zone, possession of crack cocaine with intent to distribute, possession of marijuana under 50 grams and obstructing justice. The Burlington County Sheriffs Office, the Lakewood and Pemberton Township Police Departments also wanted him for outstanding warrants. He was placed in the Burlington County Jail with a total bail of approximately \$45,000.00. Ptl. Craig Fink, Ptl. Joe Mastronardy and Ptl. Pete Leonard investigated.

WELCOME TO THE MEDFORD LAKES COLONY!

SCHEDULE OF EVENTS for Nov. 1 - 30, 2005

NEWS RELEASE MEDFORD LAKES POLICE DEPARTMENT

Safety Belt Enforcement and Education Campaign to be Conducted Locally as Part of a Regional "Buckle Up South Jersey" Mobilization from November 14-18, 2005

From November 14-18, 2005, law enforcement officers throughout Southern New Jersey, including the Medford Lakes Police Department, will be stepping up enforcement and education of the state's Primary Seat Belt Law. The enforcement and education campaign comes as part of the regional *Buckle Up South Jersey* mobilization.

During the mobilization period from November 14-18, 2005, local, county and state police agencies will conduct a zero tolerance safety belt enforcement campaign. Motorists who are not buckled up will be issued a ticket. In addition, concerted efforts are going on locally and statewide to raise awareness about the importance and life-saving benefits of safety belts.

Thursday, November 17 - Plan Bd Mtg, 8:00 p.m., Demby

Saturday, November 19 - Girl Scout Troop 4386 is having a Pasta Dinner from 5:00 - 8:00 p.m. in Vaughan Hall. You can eat in or take out at \$5.00/ticket. Call Sonja at 654-0759 or any 6th grade Girl Scout to order your tickets. Thank you for your support.

Saturday, November 19 - 9:00 a.m. - Noon - Household Hazardous Waste Day in Medford Lakes at the Public Garage (Firehouse parking lot)

Police officers add patrols to catch violators

Working overtime in 17 towns to improve seat-belt usage rate

By David Levinsky
SCT staff writer

levinsky@phillyburbs.com

Officers with 17 police departments in Burlington County will work overtime this week to catch and ticket motorists who fail to fasten their seat belts, authorities announced yesterday.

The enforcement mobilization, titled "Buckle Up, South Jersey" is aimed at improving the rate of seat-belt usage in the region which, according to state officials, is generally lower than the state's overall rate of 86 percent.

Participating police departments were awarded grants of \$2,000 to cover costs of overtime pay for officers to man checkpoints on roads and highways or for added patrols to look for violators, said Gary Myerovich, spokesman for the state Division of Highway Traffic Safety.

The mobilization began yesterday and will continue through Friday.

"The use of seat belts is not only the law in New Jersey, it's one of the simplest ways to reduce needless injuries and fatalities," said Robert Rodriguez, director of the state Division of Highway Traffic Safety. The division awarded the grants.

According to the National Center for Statistics and Analysis, of 29,510 driver or passenger fatalities in America last year, 55 percent were unrestrained.

In New Jersey, all drivers and front seat passengers, and any passengers younger than 18 in back seats are required to wear belts.

Children under the age of 8 or lighter than 80 pounds must be secured in safety seats.

Violators face fines of \$46 for seat belt violations and \$54 for failure to secure children in safety seats.

Seat belt patrols

The following police departments are participating in the "Buckle Up, South Jersey" enforcement program:

- Bordentown City
- Burlington City
- Burlington County Bridge Commission
- Burlington Township
- Deitan
- Edgewater Park
- Lumberton
- Medford Lakes
- Medford
- Moonstown
- Mount Holly
- Mount Laurel
- New Hanover
- Palmyra
- Pemberton Borough
- Riverside
- Westampton

BOROUGH OF MAGNOLIA

ROBERT DOYLE
CHIEF OF POLICE

POLICE DEPARTMENT

438 WEST EVESHAM ROAD
MAGNOLIA, N.J. 08049
856-784-1884
FAX# 856-627-7294

NEWS RELEASE

FOR IMMEDIATE RELEASE:
November 8, 2005

SAFETY BELT ENFORCEMENT AND EDUCATION CAMPAIGN TO BE CONDUCTED LOCALLY AS PART OF A REGIONAL "BUCKLE UP SOUTH JERSEY" MOBILIZATION FROM NOVEMBER 14-18, 2005

The Magnolia Police Department will be running a two week seat belt enforcement program funded by the New Jersey Department of Highway Traffic Safety with the strong message, "Buckle Up South Jersey". If you won't buckle up to save your life, then buckle up to save yourself a ticket." The New Jersey Division of Highway Traffic Safety Region consists of Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties. The goal of this program is to increase the regional safety belt usage rate to 86%, which is the current statewide average. The latest survey results have shown that the southern counties display a lower compliance rate than the rest of the state. It is our intent to improve this rate by implementing this program.

More than 42,000 motor vehicle occupants in the United States were killed in traffic crashes in 2003. In 2004, there were 731 motor vehicle fatalities in New Jersey and more than half of the motor vehicle occupants killed were not wearing a safety belt.

The one-week enforcement program, will run from November 14 through November 18, 2005. This type of enforcement program is a proven way to get significant increases in belt use among drivers. Through high visibility enforcement patrol, including targeted and intense advertising to alert people to the enforcement the Magnolia Police Department hopes to significantly increase use of seat belts.

Safety belt usage is especially important for teens and young adults. Motor vehicle crashes are the leading cause of death for people aged 15 to 34 years old in the United States.

During the regional "buckle Up South Jersey", Magnolia officers will conduct a zero tolerance safety belt campaign by intensifying enforcement of seat belt laws and child passenger seat laws by setting up saturation patrols. Drivers failing to restrain themselves and their child passengers will be ticketed according to the law.



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